

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 14170 310827Z

13

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-06 RSC-01 /018 W

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R 310751Z OCT 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 5655

UNCLAS TOKYO 14170

E.O. 11652: N/A

TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYERS GROUP-NATIONAL HOUSEWARES SHOWS

REF.: STATE 231285

1. WE WILL SUBMIT INFORMATION REQUESTED PARA SEVEN REFTEL AS SOON AS IT IS RECEIVED. WE EXPECT CLOSE OFF NAME LIST BY EARLY DECEMBER. WE RESENTLY HAVE TEN TRAVEL AGENCIES ORGANIZING BUYERS GROUPS AND FULLY EXPECT TOTAL NUMBER OF BUYERS TO FAR EXCEED OUR ORIGINAL ESTIMATEE OF 100.

2. THIS TRIP WILL RECEIVE FURTHER PUBLICITY THROUGH AN EXECLUSIVE FEATURE ARTICLE IN NOVEMBER 7 EDITION OF JAPAN MARKETING JOURNAL, CIRCULATION 207,000, PUBLISHED BY NIHON KEIZAI SHIMBUN. THIS NEWSPAPER GOES TO RETAILERS, WHOLEALERS AND CONSUMER GOODS MANUFACTURERS THROUGHOUT JAPAN.

3. COMMERCE IS REQUESTED TO CONTACT MR. ROBERT KEATS AT 312-351-1003 AND INFORM HIM WE DEFINITELY WANT HIM ARRANGE SPECIAL JAPANESE BUYERS GROUP LOUNGE AT NHMA SHOW. JAPANESE GROUPS HERE ARE ENTHUSIASTIC OVER RED CARPET TREATMENT THEY FEEL THEY ARE GETTING FROM U.S. SIDE. YOUR ASSISTANCE IS APPRECIATED.
HODGSON

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Message Attributes

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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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